

**A COUPLE OF GUESSES
COULD GET YOU
A COUPLE OF HUNDRED DOLLARS.**

1005010043

That's the first prize in Benson & Hedges 100's Sweepstakes for the trade only. (It's the equivalent of 100 feet of \$1 bills.)

Second prize is 100 \$1 bills and third is 100 half dollars.

All you have to do is guess which of the 100 Benson & Hedges 100's Sweepstakes this year will draw the most entries and which the least.

Just be sure your entry card is postmarked by February 1, 1975 and received no later than February 10, 1975.

As for guesswork, it doesn't take any to know that the 100 Sweepstakes will help you sell Benson & Hedges 100's again this year. We're just bringing you this guessing game to help you win another way.

Here are my guesses: sweepstakes # _____ will draw the most entries; sweepstakes # _____ will draw the fewest. Sure hope these guesses work.

Name _____ Store _____
Street _____ City _____ State _____ Zip _____

Official Rules

BENSON & HEDGES 100's TRADE SWEEPSTAKES

1. On the attached postage-free reply card, fill in your name, store name and address and your guess of the sweepstake that will draw the most entries and the one that will draw fewest entries in this year's 100 Sweepstakes.
2. Entries must be postmarked by February 1, 1975 and received no later than February 10, 1975.
3. Winners will be selected by National Judging Institute, Inc. whose decisions are final. In the event of a tie, winners will be selected by a drawing among those entries with the correct answers.
4. This contest is open only to persons over 21 years of age. Employees and their families of Philip Morris, its subsidiaries, advertising and judging agencies are not eligible. Offer is void wherever prohibited or restricted by law.

42021-084-00034

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FIRST CLASS

Permit No. 37

Westbury, N.Y.

BUSINESS REPLY MAIL

No postage stamp necessary if mailed in the United States

Benson & Hedges 100's
Trade Sweepstakes
P.O. Box 2366
Westbury, N.Y. 11591



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